

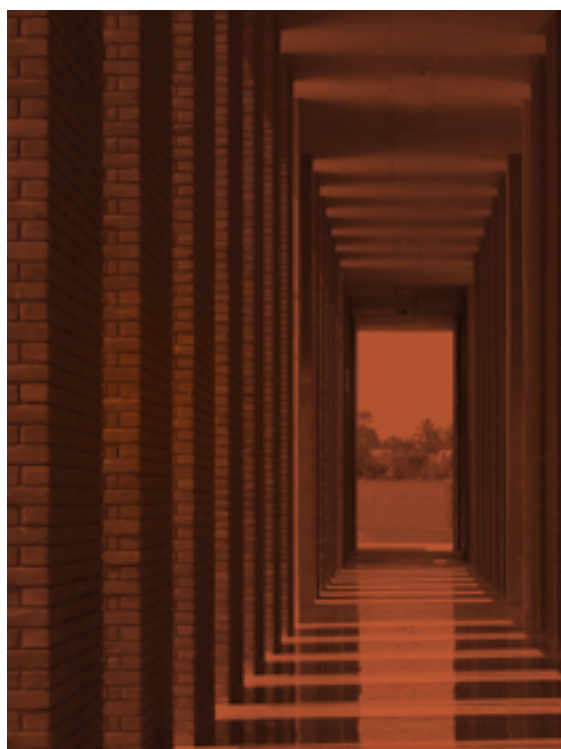


**P P SAVANI**  
UNIVERSITY

School of  
**Liberal Arts and  
Management Studies**

“IT’S TECHNOLOGY  
MARRIED WITH  
**LIBERAL ARTS,**  
MARRIED WITH THE  
**HUMANITIES,**  
THAT YIELDS US THE  
RESULTS THAT MAKE  
OUR HEART SING.”

- Steve Jobs



**B.A (Hon.)**

- Humanities
- Social Sciences

**BBA (Hon.)**

- Family Business
- Entrepreneurship

**MBA in**

- HR
- Finance and Wealth Management
- Marketing & Data Analytics

**100+** SLM STUDENTS

**10+** EXPERIENCED PROFESSORS

**20+** EXPERT NATIONAL & INTERNATIONAL SESSIONS

AWARDED AS  
**'EMERGING UNIVERSITY IN INDIA'**  
AT 15TH ELETS WORLD EDUCATION  
SUMMIT 2019, MUMBAI

## MISSION

The School of Liberal Arts and Management Studies initiates the Liberal Arts programme with a Mission of committing to an excellent, futuristic and leadership oriented undergraduate education “that balances breadth and depth through horizontal and vertical learning and pedagogy”. Hence, while Major and Minor combinations imparted through vertical specialisations, provide depth, the robust Foundation Courses in a horizontal manner provide the breadth. It does so by requiring study in each major area of knowledge—humanities (literature, history, and philosophy), fine arts, natural sciences, social sciences, management and health and wellness.

## VISION

To lead in artistic creation, collaboration, and expression that promotes deeper understanding and engagement of complex questions facing our global communities.

## VALUES

The School values and seeks to promote among the students:

- Interdisciplinarity
- A balance of theory and practice
- Critical and reflective thinking
- Community engagement
- Risk-taking

## PROGRAMME OBJECTIVES

The School and the programme seek to achieve the Mission by inculcating among the students the following:

- A positive attitude towards learning and intellectual pursuits,
- A deeper level of self-understanding,
- A global understanding and respect for people from diverse backgrounds and cultures,
- Critical and lateral thinking abilities, reason out logically, analyse complex information, and make decisions,
- Generate capacities for Effective Communication,
- Develop sensitivity to an appreciation of various art forms,
- Develop necessary skills for success in their careers and Exhibit commitment to public services and citizenship values.

Criterion for all the courses is to recognize generate relationship between what is being studied and current issues, thoughts, institutions, and/or events.

## STUDYING LIBERAL ARTS AND MANAGEMENT AT P P SAVANI UNIVERSITY

The world of learning is facing challenges in the design and execution of pedagogy. Hence, the obligation of education, when new professions pop up at an ever-faster rate and relatively stable professional profiles are increasingly replaced by generalized skill sets, is a real-time challenge.

There are perceived complexities in the teaching and research faced by the academic institutions, which are due to increasing diversity among the students, the omnipresence of electronic devices and digital platforms, modular study programs, available settings, formats and technologies (e-learning, blended learning, inverted classroom, peer teaching etc.), the emergence of cross and transdisciplinary problems and related fields of research, and the pervasive real-time-availability of any conceivable information. Hence, learning is construction, and as such it requires structure and application.

With this backdrop, we at the SLM-PPSU have imagined what education in Humanities, Social Sciences and Management education means for the 21st century, driven by the core values of critical thinking and the acquisition of adaptable expertise. In this unique system the students will study a variety of disciplines in the nature of Foundation and the Core specialisations. They will learn through problem-solving, by examining issues from multiple disciplinary perspectives.

## LEARNING GOALS

1. Think critically by questioning assumptions, evaluating evidence, and articulating well-reasoned arguments.
2. Develop the ability to write and speak confidently and effectively, including artistic forms of expression, and acquire appropriate quantitative and technological capabilities, including information literacy
3. Build a foundational understanding of themselves, and their place in the world that encourages reflection, wonder, growth, empathy, responsibility, resilience, and flexibility
4. Acquire specialized expertise and understanding in a specific discipline in the arts, humanities or social sciences, as well as intellectual breadth through study across disciplines and different modes of inquiry.
5. Conduct research or fieldwork that engages with diverse perspectives and employs diverse skill sets in order to examine individual and shared assumptions about themselves and the world.

## ENTRY REQUIREMENTS

Candidate should have secured a minimum of 55% marks at 10+2 level in any discipline.

## OVERVIEW OF THE UG PROGRAMME

The undergraduate courses in various majors are offered with the following time frames:

1. **THREE YEAR** : BA / BBA (Hons.) with an EXIT OPTION
2. **FOUR YEAR** : BA / BBA (Hons.) and SLM Advanced Diploma and EXIT OPTION
3. **FIVE YEAR** : Integrated Masters / Integrated MBA and EXIT OPTION

The Foundation Courses would be designed to be introductory and exploratory in nature. These would include-

- Academic Writing • Critical Reasoning • Public Speaking and Debate
- IT Literacy • Ethics and Environmental Studies

At the FOUNDATION stage, the Social Science domain would comprise disciplines such as -

- Sociology • Economics • Psychology • Political Science
- International Relations • Public Policy • Mass Communication • Management, etc.

The Humanities domain would comprise disciplines such as -

- English Literature • History • Culture Studies • Philosophy • Journalism
- as well as some theory-based courses in Theatre and Music

The Physical and Natural Science domain could comprise courses in -

- Mathematical Reasoning and Principles of Science • Statistics

The Fine and Performing Arts would comprise courses in -

- Visual Art • Design • Sculpture • Theatre, Dance and Music

The Global Studies courses would comprise foreign languages such as -

- German, French, Spanish • Courses such as Indian and the World Civilisation
- Social and Political Formations • Great Books, Mind and Behaviour
- Creativity and Technology, etc. could be important

The entire Programme is made up of 3 components: The Core Foundation, Major-Minor, and Specialisations. The schema for the same is as follows:

SEM 1	FOUNDATION COURSES		SEM 2
SEM 3	PAPERS 1-6	CORE OF MAJORS	PAPERS 7-12 SEM 4
SEM 5	PAPERS 13-15	SPECIALIZATION	PAPERS 16-18 SEM 6
SEM 7	ADVANCE SPECIALIZATION		SEM 8
SEM 9	PROPOSED INTEGRATED MASTERS		SEM 10

## THE PPSU DIFFERENCE - MAJOR & MINOR

The world is a complex place: choose a degree which embraces that complexity. We help you achieve an in-depth knowledge in the field of chosen major(s). The Six Centres at the SLM, PPSU offer Ten Majors to the Liberal Arts students.

- The Centres are Centre for Humanities, Centre for Social Sciences, Centre for Behavioural Studies, Centre for Mass Communication, Centre for Management and Commerce Studies and Centre for Economic Studies and Regional Development
- The Majors subject will comprise of 24 highly cutting-edge with core and internal specialisation papers. Some pre-determined papers from the same majors are to be offered as Minors
- The students can choose Major - Minor combination, Major - Double Minor Combination, Double Majors or a Major with no predetermined Minor
- Instead, it could be combination of courses from various courses across the semesters and accrue the required credit as eligibility for Degree. These combinations will be across the Centres

In other words, no combination of the Specialisation will be possible in the same Centre. The students will have the freedom to choose areas of study, professors and curriculum; small class sizes and close interaction between student and faculty is the norm.

In your wider engagement with the university, P. P. Savani University will give you all the support you need to do well, whether that means supporting your studies, looking after your health and wellbeing, or giving you the skills and opportunities to get a head-start in your chosen career. P. P. Savani University is also the perfect place to meet new people, make connections, and find a new hobby as you delve into the university's thriving cultural scene.

## SLM TAKEAWAY

Liberal Arts Programme at the SLM, PPSU, as its USP, offers the following options of study:

1. MAJOR + MINOR
2. MAJOR + 2 MINORS
3. DOUBLE MAJORS
4. MAJOR + BOUQUET OF COURSES FROM INTRA AND INTER SCHOOL
5. THE MAJORS FURTHER LEAD TO INTERNAL SPECIALISATIONS.
6. EXPERIENTIAL LEARNING

The School and the programme offer high opportunities for inter – domain specialization, and encourages the students to choose the Subjects they are passionate about. The papers are cross listed. Additionally, a good number of Certificate Courses/MOOC Courses from Intra and Inter School combinations are available. The Liberal Arts programme aligns with the various courses in Science/Business/Design at the PPSU.

The Experiential learning is facilitated through well designed exposure opportunities that are strictly GUIDED under the Faculty Concerned and CREDITED. These are concurrent with each paper (includes expert lectures, industry visits, field exposure), participation in various University Festivals/Competitions/Seminars/Conferences – National and International.

- At the end of the 1st Year: Major Theme – CITIZENSHIP VALUES: 5-6 weeks in NGO/CSO/ Development Sector Organization. Deliverable: Project Report
- At the end of the 2nd Year: Major Theme – EXPLORE INDIA (ANVESHAN): 10 DAYS with two Faculty Members - The Cultural Exploration of India with the multiple perspectives and after rigorous field training. Deliverable: Films / Project Report / Defending before Jury.
- At the end of the 3rd Year: Major specific 5 - 6 Weeklong Exposure. Deliverable: Project Report
- During 7th – 8th Semester, the Field Data Collection could be with an Organization or Independent: Deliverable: Dissertation to be defended before the Panel.

## COURSE STRUCTURE

### FOUNDATION

- Linguistic Proficiency and Fundamentals of English Language, Public Speaking & Debating Skills/Art of Persuasion, Global Communication Skills, Effective Writing
- Mind & Behaviour, Critical Thinking and Reasoning, Ethics, History of Ideas / Great Books, Gender Studies (Workshop mode), Creativity and Technology
- Computer and Digital Literacy, Mathematical Ability, Principles of Science and Scientific Temper, Essentials of Environment, Essentials of Entrepreneurship, Wealth Creation and Management
- Foreign Language
- Indian Civilization, World Civilization, Social and Political Formations, Peace and Conflict Studies
- Fine and Performing Arts – Instrumental/Vocal, Dramatics OR Photography OR Design Thinking
- Introduction to Psychology, Introduction to Politics and Policy, Introduction to Economics, Introduction to English, Introduction to Mass Communication, Introduction to International Relations, Introduction to Sociology, Introduction to History.

CENTRE	DEGREE	SPECIALISATION
Centre for Humanities	B.A. (Hons.)-English	Cultural Studies
		World Literature
		Applied Linguistics
		English Language Teaching
	B.A. (Hons.)-Hindi	Sahitya, Siddhanta and Samalochna
	Bhasha Vigyan aur Hindi Bhasha	
	B.A. (Hons.)-Philosophy	Philosophy of Mind
		Religion and Metaphysics
		Philosophy and Literature
		Philosophy and Aesthetics
B.A. (Hons.)-Fine Arts	Art: History & Culture	
	Multimedia Arts	
	Pottery and Ceramics	
B.A. (Hons.)-Performing Arts	Photography	
	Classical Vocal (Shastriya Sangeet)	
	Light Classical (Sugam Sangeet)	
	Classical Dance (Kathak or Bharatnatyam)	
Theatre		
Centre for Mass Communication	B. A. (Hons.) – Mass Communication	Journalism
		Digital Media
		Film Studies
		Advertisement and Public Relations
Centre for Behavioral Studies	B. A. (Hons.) – Psychology	Clinical Psychology
		Social Psychology
		Sports Psychology
		Organizational Psychology
Centre for Economics and Regional Development	B. A. (Hons.) – Economics	Environmental Economics
		Developmental Economics
		Behavioral Economics
	B. A. (Hons.) – Regional Development	Population Planning
Centre for Social Sciences	B. A. (Hons.) – Politics and Policy	Political Studies
		Public Policy and Administration
	B. A. (Hons.) – History	Public History
		World History
	B. A. (Hons.) – Sociology	Development Sociology – Education and Health
		Organizational Sociology
B. A. (Hons.) – International Relations	South Asia	
	South East Asia	
	Security – Food, Energy, Natural Resources	
Centre for Management and Commerce Studies	BBA	Entrepreneurship
		Family Business
		G M (Marketing, HR, Finance)
	B. Com + MBA	Wealth Management
		Computing Accountancy
Marketing / Finance / HR		

# MBA AT SLM: OVERVIEW OF THE PROGRAMME

A two-year full-time MBA programme at SLM provides a graduate with a dual specialisation and degree which can help increase the awareness of general business knowledge and enhance understanding in any particular business domain. An MBA at the SLM - PPSU helps the graduate to become more marketable across a wider range of work-profiles and across countries, move upwards in a company into managerial cadre, develop an extensive professional network or even set up one's own business. Following are the salient features of MBA at the SLM - PPSU:

This is a specialised dual specialisation management programme where aspirants can get MBA degree with specialization area(s) of concentration like [a] Marketing Management and Data Analytics [b] Finance Management and Wealth Management [3] Human Resource Management.

It is delivered in semester (half yearly) system basis, with two semesters in one academic year, and a total of four semesters during the two-year programme.

Additionally, every student has to undergo Summer Internship at the end of the 2nd semester.

The programme has a set of Core courses and Electives from the functional areas.

The programme has been designed to bring all perspectives important for any business in general as a common thread. For example, perspectives like globalisation, strategy, technology etc. appear as a common thread through the programme.

# CAREER PROSPECT : AFTER MBA FROM SLM

## FINANCE AND WEALTH MANAGEMENT

Any company has to maintain finance and wealth management, and this opens a wide door for the MBA graduates. Due to the huge requirement across the world, the graduates can get high pay-outs jobs without any boundary constraints.

## MARKETING AND DATA ANALYTICS

The significance of Marketing is, how good may be a product or service be, they do not click without an effective marketing campaign and analysis of research data and the MBA graduates are excellent at it. They are the fine choices for the companies. Marketing is the lucrative career for them, since they are offered with good salaries, and the scope of development is pretty huge in this field.

## HUMAN RESOURCES MANAGEMENT

MBA graduates are good at identifying the talented people, who can serve the firm effectively. Since the future of any company depends on the ability of the workforce, the HR managers can provide assets to the firms. This is another bright career scope for the MBA students.

# LEARNING GOALS: THE THREE PILLARS OF MBA AT SLM

The MBA programme at the SLM enhances the career potential of the students by creating environment to focus on the role of the highly sought strategic leader in today's ever more volatile and uncertain world. The same is to be achieved with the combination of following:

## STRATEGIC LEADERSHIP

Learn the management power of Strategic Leadership

Expand strategic horizon to encompass the nature and complexity of global challenges facing businesses.

Use innovative strategic thinking to chart a successful course in a rapidly changing environment.

Develop strategic leadership skills to manage key functions associated with finance, accounting, strategic marketing, organisation and operations.

Master the intricacies of international markets and economies.

Embrace the responsibility of being a good steward of financial, social and natural capital.

## PROFESSIONAL DEVELOPMENT

Enhance future employability through Professional Development

Taking ownership of one's own personal skills development to 'future-proof' career in a challenging and competitive global job market.

Develop professional narrative and learn how social media and online presence can extend one's professional reach.

Develop advanced communication, influencing and interpersonal skills for more effective professional interactions.

Study the habits of success taught by business leaders and recognised industry experts who share their experience as guest speakers on the programme.

## PERSONALLY CONNECTED

Get personalised attention through our MBA Experience

Develop deep, life-long professional and personal networks in a cohort with constant interaction. Prepare for a global workplace with sensitivity to and appreciation of different cultures.

Meet faculty and staff who know and care about your individual professional goals.

Do away with a one-size-fits-all model, and join a tight-knit family of ambitious professionals.

# ADMISSION PROCEDURE

## POST GRADUATE

The prospective students are required to take the School of Liberal Arts & Management Studies Entrance Test (SLMET). It is a common test for all the majors. The plan for the SLMET is:

- WRITTEN TEST - 80 MARKS
- PERSONAL INTERVIEW - 20 MARKS
- TO QUALIFY THE SLMET, ONE MUST SECURE 50% OUT OF TOTAL 100 MARKS.

**ELIGIBILITY :** The student should have secured minimum of 50% marks at undergraduate level in any discipline.

Candidates with CAT/ MAT/ XAT/ CMAT scores are exempted from written tests.

## UNDERGRADUATE (SLMET)

The written Test will be conducted in the areas of English Language Proficiency, Numerical Ability, Logical Reasoning and General Awareness. Duration of the Test will be one hour. The Paper will be divided into two parts:

- PART 1:** There will be 20 objective type questions and for each correct answer a student shall score + 2 marks. There is no negative marking.
- PART 2:** The candidate is required to express creatively on the given topic. The creative expression, however, can be in the form of prose (essay, article, short story etc.), Poetry, Sketching, or Drawing or a combination of all.

**ELIGIBILITY:** The student should have secured minimum of 50% marks at + 2 level in any discipline.

Students with SAT Scores are exempted from Written Tests.

## MoUS SIGNED TILL DATE



NJ Group

We have also signed an MoU with Panoli Industries Association, Panoli GIDC, which is a house of more than 600 industries of Chemical, Pharmaceutical, Engineering, Plastic & Packaging, Pesticides, etc.

## INTERNATIONAL COLLABORATIONS



FPT University, Vietnam



Danish Consortium for Academic Craftsmanship University, Denmark



Province of Liege, Belgium



University of Tuzla, Bosnia & Herzegovina



North American University, USA



VUZF University, Bulgaria



KCA University of Nairobi



The University of Nairobi

# LIFE@PPSU

## Library & Information Center

- E-Learning center open 24 hrs & 365 days
- Video Conference Room
- Faculty discussion room
- Internet browsing center
- Books & Stationery shop
- Students discussion rooms
- Library with more than 5000 books
- Online class room with recording facility
- National and International print and online journals

# FACILITIES

(accommodation to more than 200 students on campus and 15 families)

- 24x7 WiFi on Campus
- Lecture halls
- Auditorium
- Seminar halls
- Well-equipped laboratories
- Cafeteria
- Medical facility
- Ambulance service
- RO drinking water
- Reprographic facilities
- Round the clock security by very well-trained personnel
- Transport facility
- Indoor gymnasium
- Hostel facilities (staff, boys & girls)
- Hygienic kitchen and healthy vegetarian food
- Hot water facilities at hostels
- Experienced resident warden in each hostel

# SCHOLARSHIPS

## GOVERNMENT SCHEME SCHOLARSHIP

1. Vidya Lakshmi Education Scholarship (VLES)
2. Mukhyamantri Yuva Swavalamban Yojana (MYSY)
3. Central Sector Scheme of Scholarship (CSSS)
4. Chief Ministers' Scholarship (CMSS)
5. Post Metric Scholarship (PMS)
6. Pragati Scholarship (PS)
7. Food Bill Assistance (FBA)

## PPSU SCHOLARSHIP

1. Merit based scholarship
2. Financial need-based scholarship
3. Partner School Scholarship
4. Presidential Scholarship

For more details, connect with us on [admission@ppsuni.ac.in](mailto:admission@ppsuni.ac.in). Please log on to our website [www.ppsuni.ac.in](http://www.ppsuni.ac.in) for details of tuition fees, financial support and the cost of living.



## HOW TO APPLY

Based on the grades in your exams, we will confirm your place and look forward to warmly welcoming you at the beginning of your life here at PPSU.

For more information about how we process applications please visit Admissions page - [www.ppsuni.ac.in](http://www.ppsuni.ac.in)



## OVERSEAS APPLICANTS

We have a dedicated team available to advise, please visit our website [www.ppsuni.ac.in](http://www.ppsuni.ac.in) for information on applying from your country.



## ACCOMMODATION

PPSU accommodation has over 75 rooms across a range of well-managed residences. We also have an excellent network of support staff for all basic requirements.



## VISIT US

Don't just take it from us, come and see for yourself what PPSU is all about. Our University is accessible from Monday to Friday between IST 8 am to 3 pm, which will give you a chance to visit the campus, see the facilities, meet staff and students and get a real feel for life at PPSU.

If you can't visit us in person you can get more of a feel for what PPSU is like by checking out our virtual tour [www.ppsuni.ac.in/vt/ppsuni.html](http://www.ppsuni.ac.in/vt/ppsuni.html).



**PP SAVANI**  
UNIVERSITY

NH 8, GETCO, Nr. Biltech, Village: Dhamdod, Kosamba, Dist.: Surat 394125.

For further queries, connect with us on:

Mobile: **+91 9879608000, 9512035611/12/13**

E-mail: [admission@ppsuni.ac.in](mailto:admission@ppsuni.ac.in)

Web site : [www.ppsuni.ac.in](http://www.ppsuni.ac.in)

## JOIN US FOR AN ELEVATING, CHEERFUL AND STIMULATING ACADEMIC EXPERIENCE...



[facebook.com/ppsuni](https://facebook.com/ppsuni)



[twitter.com/ppsavaniuni](https://twitter.com/ppsavaniuni)



[instagram.com/ppsavaniuniversity](https://instagram.com/ppsavaniuniversity)



[linkedin.com/school/p-p-savani-university](https://linkedin.com/school/p-p-savani-university)



[youtube.com/ppsavaniuniversityofficial](https://youtube.com/ppsavaniuniversityofficial)



[ppsavaniuniversity](https://ppsavaniuniversity)